

Guidelines for Board Participation in Ripon's Facility Improvement Referendum

If you are speaking on behalf of the Ripon District, you should not be advocating for or against the facilities referendum, but you can provide factual information.

If you are expressing your own opinions, you can advocate in any manner you wish.

Board members are not district employees and therefore do not use paid time when they speak in favor of or against the referendum. Furthermore, because the Statutes require Board members to vote whether to call for the referendum, speaking in favor of or against a referendum is consistent with a Board member's responsibilities.

Referendum Do's

- Attend all Community Engagement Sessions hosted by the District.
- Provide information about the referendum campaign.
- Distribute information to parents such as the reasons for the referendum and when it is being held.
Examples include:
 - ✓ Referendum Fact Sheet
 - ✓ Business Card
 - ✓ FAQ
 - ✓ Site Plan, Floor Plan
 - ✓ Banners, Posters
 - ✓ Videos, Power Point Presentations
- Encourage friends and neighbors to attend Community Engagement Sessions.
- You may express your personal opinion on the referendum as long as you indicate those statements express your own opinion and are not the district's views.
- You can wear Vote Yes or Vote No buttons and stickers.
- You may post a Vote Yes or Vote No sign in your yard.
- You may join the Citizen Committee as an expression of your individual opinion.
- You may participate in events sponsored by the Citizen's Committee as an individual, not in representation of the District.
- Post messages on your personal Facebook, Twitter accounts stating the reasons why you support the referendum. If necessary, please indicate these views express your own personal opinion.
- Remind people to vote! Encourage early voting and absentee voting options.

Referendum Don'ts

- You can't use school facilities for meetings to promote the referendum.
- You cannot use district funds to produce or distribute materials promoting the referendum.
- You may not use district data lists (phone, email, or other) for Vote Yes or Vote No efforts.
- Any official communication from the District may provide only factual information about the referendum, and you cannot take a position of support or opposition.



Talking Points

- Two referendum questions on the ballot:
 - Question 1: \$29.1 Million Facility Improvement
 - ✓ Combined middle school and high school on one campus
 - ✓ Demolishing current middle school to convert the space into a parking lot and tennis courts
 - ✓ Safety, security and other improvements to the elementary schools
 - ✓ Acquiring furnishings, fixtures and equipment
 - Question 2: \$500,000 Operational Referendum 2015-2016 to 2020-2021
 - ✓ Updating curriculum
 - ✓ Updating technology
 - ✓ Performing maintenance
 - ✓ Replacing vehicles
- Average Life Expectancy of a School Building: 40 Years
Middle School has been in use for 75 years, 35 years longer than the average expectancy.
- Tax impact can be calculated on the tax impact calculator on the District website.
- Polling locations
- Voting Reminders
- Visit the District website for more information: www.ripon.k12.wi.us/

NOT TO EXCEED TOTAL Project Cost: \$29,100,000	Estimated AVERAGE ANNUAL Property Tax Impact:	Estimated AVERAGE MONTHLY Property Tax Impact:
Increase per \$100,000 of property value	\$123.00	\$10.25
Increase per \$200,000 of property value	\$246.00	\$20.50
Increase per \$300,000 of property value	\$369.00	\$30.75